

Application No.: 09/371,212  
Amendment dated: November 19, 2003  
Reply to Office Action of: May 19, 2003

**IN THE CLAIMS:**

Please amend claims 51 and 80, as indicated. A complete set of the claims is included below, reflecting added subject matter (*underlining*) and deleted subject matter (*strikethrough*), as well as the current status of each claim.

Sub F 17  
E 17  
1-50. (Canceled)

51. (Currently Amended) A method of using a traffic control system via a computer terminal for communication involving a buyer terminal and at least one vendor site for consummating sales transactions, the method including the steps of:

establishing electronic communication from a buyer terminal to receive a buyer request via the traffic control system indicating a transaction including a good or service and a specified maximum purchase price provided during an initial phase of the communication for a particular good or service that the buyer is willing to pay;

establishing electronic communication with at least one vendor site to transmit the buyer request whereby an interested vendor receiving the buyer request may respond, as to consummate a transaction;

making a record regarding the transaction for billing purposes and utilizing data that identifies the buyer wherein the data includes a check digit; and

qualifying the buyer for consummating the transaction at least in part based on the check digit that includes a sum check of at least a portion of the digits.

52. (Previously Presented) A method according to claim 51 including a further step of registering said vendor sites with respect to various classifications.

53. (Previously Presented) A method according to claim 52 wherein said various classifications comprise merchandise classifications.

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54. (Previously Presented) A method according to claim 53 wherein said various classifications comprise service classifications.

55. (Previously Presented) A method according to claim 54 wherein said various classifications comprise merchandise and service classifications.

56. (Previously Presented) A method according to claim 51 wherein the buyer's request is registered and includes the buyer's electronic mail (e-mail) address.

57. (Previously Presented) A method according to claim 51 wherein the buyer's request is registered and includes the buyer's name.

58. (Previously Presented) A method according to claim 51 wherein the buyer's request is registered and includes an entry for a general category of a good or service of interest to the buyer.

59. (Previously Presented) A method according to claim 51 wherein the buyer's request is registered and includes an entry for a specific good or service of interest to the buyer.

60. (Previously Presented) A method according to claim 51 wherein the buyer's request is registered and includes an entry for quantity.

61. (Previously Presented) A method according to claim 51 wherein the buyer's request is registered and includes an entry relating to geography.

62. (Previously Presented) A method according to claim 51 wherein the buyer's request is registered and includes an entry for delivery location.

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63. (Previously Presented) A method according to claim 51 wherein the buyer's request is registered and includes an entry for delivery date.

64. (Previously Presented) A method according to claim 51 wherein the buyer's request is registered and includes an entry for the buyer's telephone number.

65. (Previously Presented) A method according to claim 51 wherein a response to a buyer request is via electronic mail (e-mail).

66. (Previously Presented) A method according to claim 51 further including a step of informing a buyer that the request has been received.

67. (Previously Presented) A method according to claim 66 wherein the step of informing the buyer includes indicating the number of vendors to whom the request has been transmitted.

68. (Previously Presented) A method according to claim 51 further including a step of providing video data including high resolution or dynamic video to the buyer relating to the good or service.

69. (Previously Presented) A method according to claim 51 wherein at least one buyer can access the system via an on-line computer service.

70. (Previously Presented) A method according to claim 51 further including a step of providing an indication that a transaction has been consummated.

71. (Previously Presented) A method according to claim 51 wherein the buyer enters qualification data to access the system.

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72. (Previously Presented) A method according to claim 71 wherein the qualification data is the buyer's PIN number.

73. (Previously Presented) A method according to claim 51 wherein the vendor terminal site includes a processing capability.

74. (Previously Presented) A method according to claim 51 wherein the vendor terminal site includes various data storage facilities.

75. (Previously Presented) A method according to claim 74 wherein the various data storage facilities include permanent memory storage.

76. (Previously Presented) A method according to claim 75 wherein the various data storage facilities include a video storage.

77. (Previously Presented) A method according to claim 51 further comprising the step of:  
providing the buyer with an identification number to identify the transaction.

78. (Previously Presented) A method according to claim 77 wherein the buyer is provided with the identification number before the transaction.

79. (Previously Presented) A method according to claim 77 wherein the buyer is provided with the identification number after the transaction.

80. (Previously Presented) A method of using a traffic control system via a computer terminal for communication involving a buyer terminal and a plurality of different vendor sites for consummating sales transactions, the method including the steps of:

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establishing electronic communication from a buyer terminal to receive a buyer request via the traffic control system indicating a transaction including a good or service and a specified maximum purchase price **provided during an initial phase of the communication** for a particular good or service that the buyer is willing to pay;

establishing electronic communication with at least one vendor terminal site from the plurality of different vendor sites to transmit the buyer request whereby an interested vendor site receiving the buyer request responds, as to consummate a transaction and whereby the interested vendor site communicates stored video data to the buyer terminal including dynamic or high resolution video and text data, where the buyer utilizes a mouse to manipulate the stored video at the buyer terminals; and making a record regarding the transaction for billing purposes.

81. (Currently Amended) A method according to claim 80 including a further step of registering said vendor sites with respect to various classifications.

82. (Previously Presented) A method according to claim 81 wherein said various classifications comprise merchandise classifications.

83. (Previously Presented) A method according to claim 82 wherein said various classifications comprise merchandise classifications.

84. (Previously Presented) A method according to claim 83 wherein said various classifications comprise merchandise classifications.

85. (Previously Presented) A method according to claim 80 wherein buyers request is registered and includes the buyer's electronic mail (e-mail) address.

86. (Previously Presented) A method according to claim 80 wherein buyers request is registered and includes the buyer's name.

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87. (Previously Presented) A method according to claim 80 wherein the buyer's request is registered and includes an entry for a general category of a good or service of interest to the buyer.

88. (Previously Presented) A method according to claim 80 wherein the buyer's request is registered and includes an entry for a specific good or service of interest to the buyer.

89. (Previously Presented) A method according to claim 80 wherein buyer's request is registered and includes an entry for quantity.

90. (Previously Presented) A method according to claim 80 wherein the buyer's request is registered and includes an entry relating to geography.

91. (Previously Presented) A method according to claim 80 wherein the buyer's request is registered and includes an entry for delivery location.

92. (Previously Presented) A method according to claim 80 wherein the buyer's request is registered and includes an entry for delivery date.

93. (Previously Presented) A method according to claim 80 wherein the buyer's request is registered and includes an entry for the buyer's telephone number.

94. (Previously Presented) A method according to claim 80 wherein a response to a buyer request is via electronic mail (e-mail).

95. (Previously Presented) A method according to claim 94 wherein the response includes an identification number to identify the transaction.

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96. (Previously Presented) A method according to claim 80 further including a step of informing a buyer that the request has been received.

97. (Previously Presented) A method according to claim 96 wherein the step of informing the buyer includes indicating the number of vendors to whom the request has been transmitted.

98. (Previously Presented) A method according to claim 80 wherein the stored video data is provided with text data to the buyer relating to the good or service.

99. (Previously Presented) A method according to claim 80 wherein at least one buyer can access the system via an on-line computer service.

100. (Previously Presented) A method according to claim 80 further including a step of providing an indication that a transaction has been consummated.

101. (Previously Presented) A method according to claim 80 wherein the buyer enters qualification data to access the system.

102. (Previously Presented) A method according to claim 101 wherein the qualification data is the buyer's PIN number.

103. (Previously Presented) A method according to claim 101 wherein the vendor site includes a processing capability.

104. (Previously Presented) A method according to claim 101 wherein the vendor site includes various data storage facilities.

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105. (Previously Presented) A method according to claim 104 wherein the various data storage facilities include permanent memory storage.

106. (Previously Presented) A method according to claim 104 wherein the various data storage facilities include a video storage.

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